OIPE JC139 AUG 11 2004 PATENT & TRADEMARK OFFICE

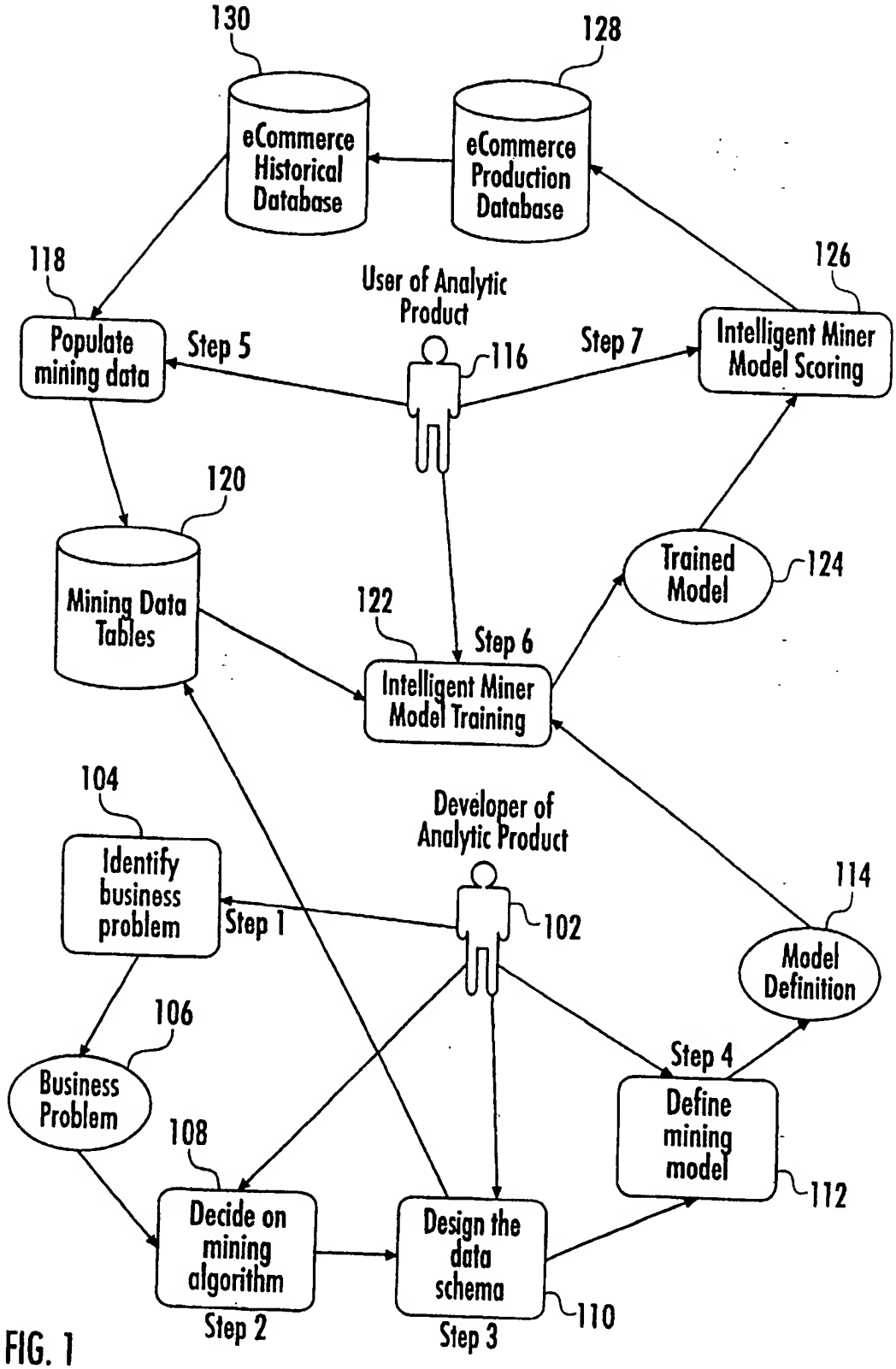

FIG. 1

Data Element Name	Data Element Meaning or Usage	
shopper_id	Unique identifier for the shopper	202
income	Shopper's income rounded to the closest $5000	204
age	Shopper's age rounded to the closest multiple of 5	206
gender	Shopper's gender (M or F)	208
household	Number of household members	210
sales_revenue	Sales revenue contributed by the shopper to the closest $100	212

200

FIG. 2

Parameter Purpose	Parameter Name	Parameter Example Value	
Settings	Name	Shopper settings	302
	Mining function	Prediction - Radial Basis Function	304
Input data	Input data	Shopper data	306
	Optimized mining run for	Time	308
Mode parameters	Use mode	Training mode	310
	In-sample size	2	312
	Out-sample size	1	314
	Maximum number of passes	4	316
	Maximum centers	10	318
	Minimum region size	5	320
	Minimum passes	2	322
Input fields	Active fields	income, age, gender	324
	Supplementary fields	household	326
	Prediction field	sales_revenue	328
Quantiles	Generate quantiles	No	330
Output fields	Output fields	shopper_id	332
	Predicted value field name	Predicted sales_revenue	334
Output data	Output data	Output sales_revenue	336
Results	Results name	Prediction model for sales_revenue	338
	If a result with this name exists, overwrite it	True	340

FIG. 3

402 shopper_id	404 income	406 age	408 gender	410 household	412 sales_revenue
10,001	50,000	35	M	3	2,500
10,002	35,000	30	F	2	1,000
10,003	95,000	50	M	4	5,000
10,004	25,000	25	M	1	0
10,005	75,000	40	F	4	3,300
10,006	30,000	30	F	2	1,200
10,007	45,000	35	M	3	2,400
10,008	90,000	50	M	4	4,500
10,009	70,000	40	F	4	3,000
10,010	60,000	60	F	3	1,500

400

FIG. 4

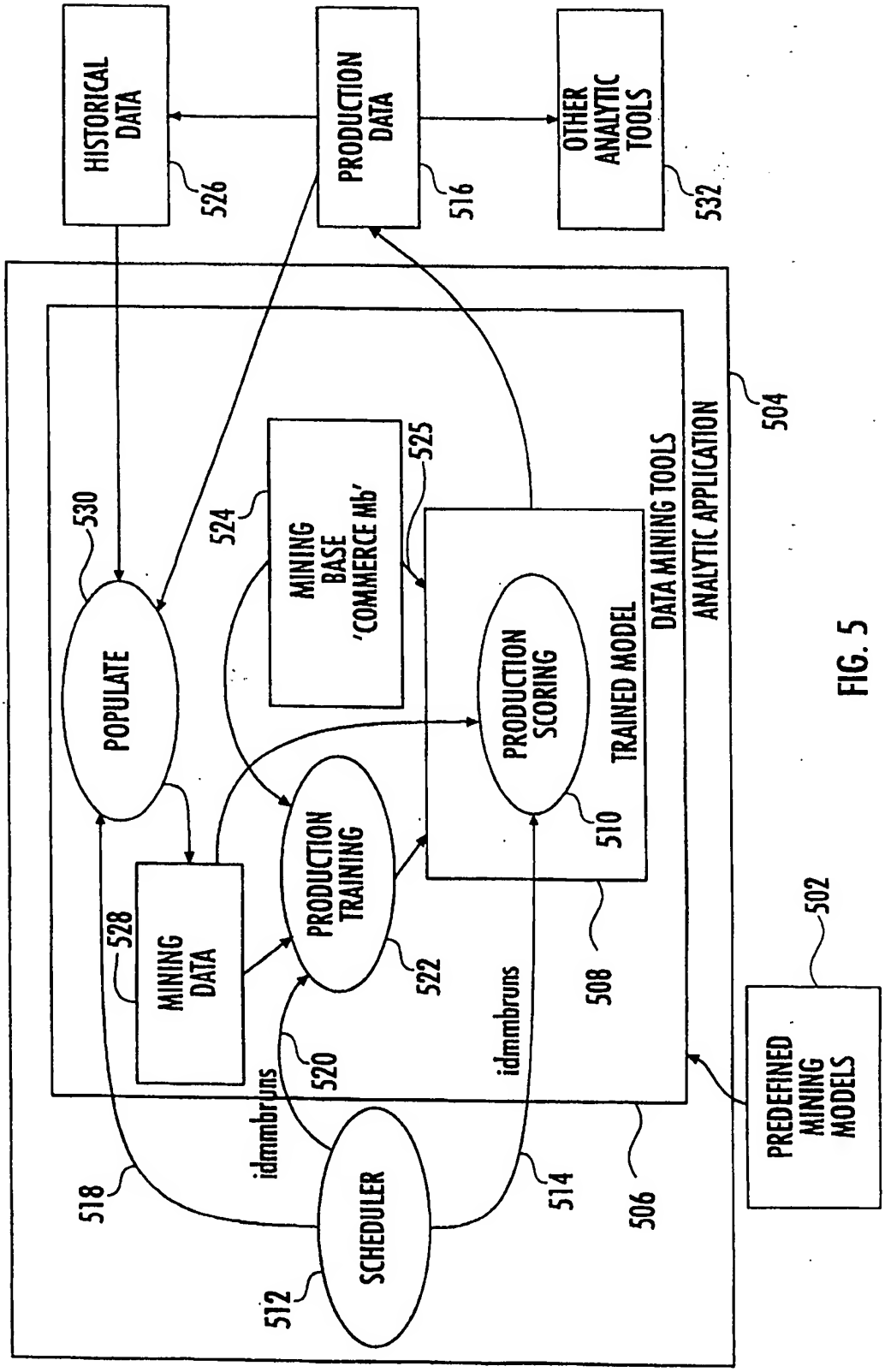
HISTORICAL DATA
526
PRODUCTION DATA
516
OTHER ANALYTIC TOOLS
532
504
ANALYTIC APPLICATION
DATA MINING TOOLS
530
POPULATE
524
MINING BASE 'COMMERCE Mb'
525
PRODUCTION SCORING
TRAINED MODEL
510
PRODUCTION TRAINING
522
528
MINING DATA
idmmbruns
520
idmmbruns
508
502
PREDEFINED MINING MODELS
518
SCHEDULER
512
514
506

FIG. 5